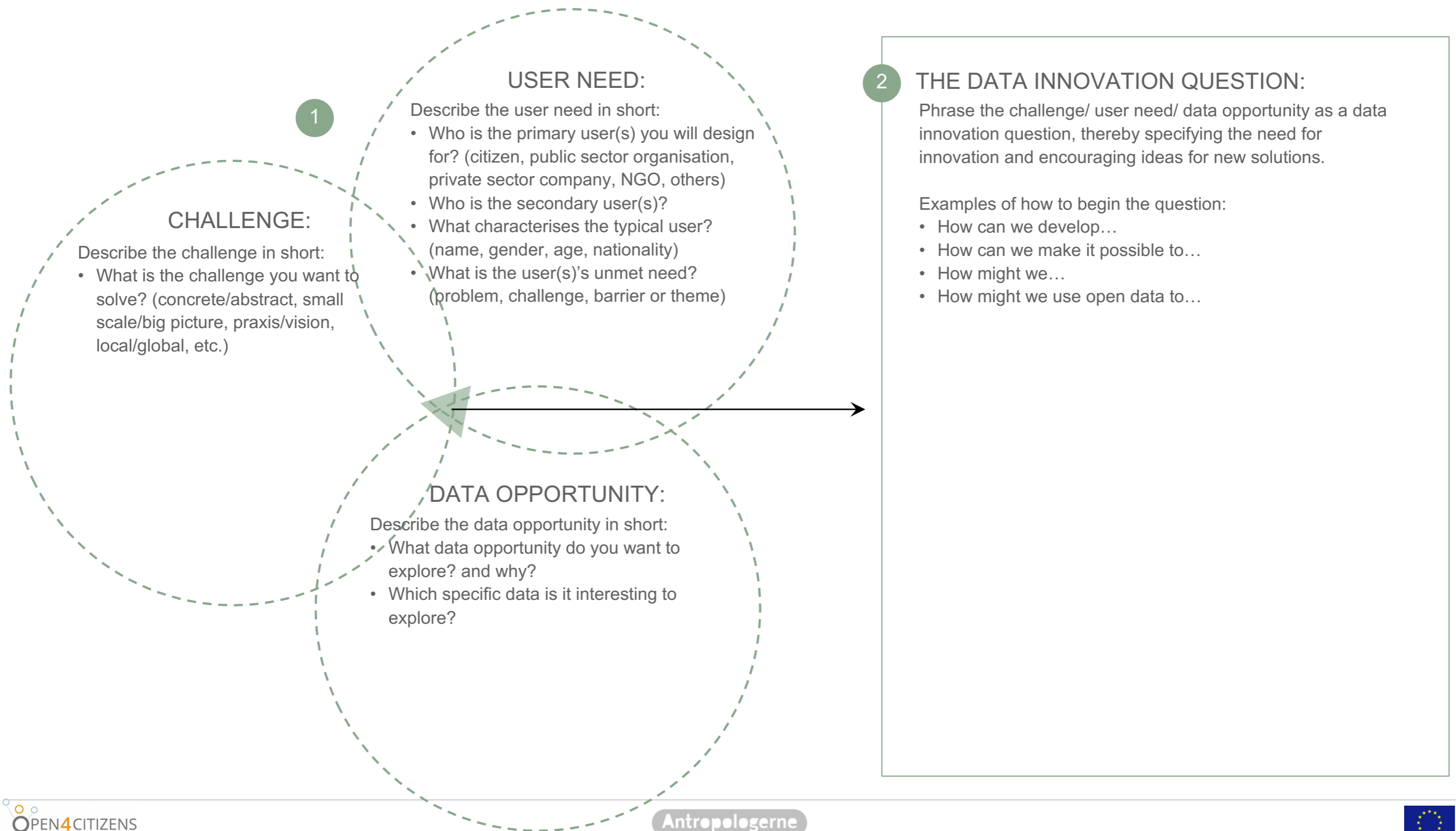


- 1 Describe the challenge, user need and data opportunity that is your starting point for innovation with data.
Start in the circle that fits your project best and then move to the next circle.
- 2 Finish by phrasing your data innovation question and write it in the box to the right.
The data innovation question will be helpful as a starting point for generating ideas that meet the unmet user need, challenge and data opportunity.



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